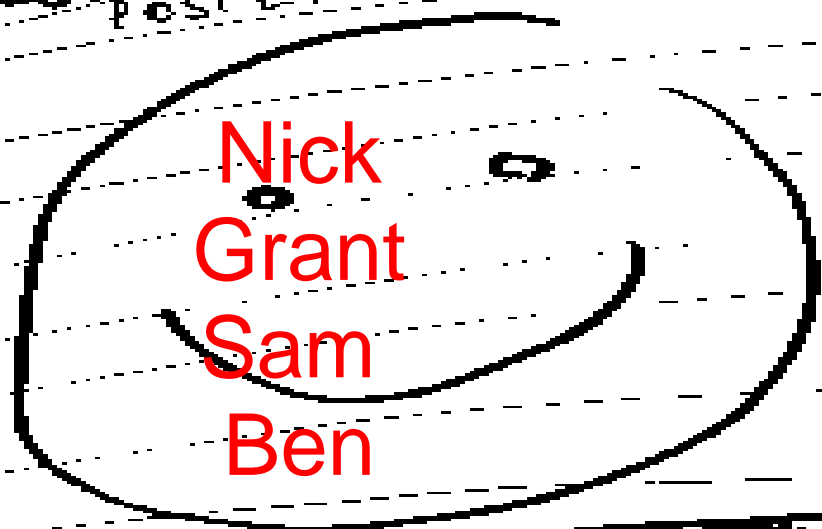


VOTE FOR ME

MANIFESTO:  
1/ HAVE A CHEESY POSTER  
CAMPAIGN  
2/ ~~FORGET THE SUPPORT~~ HAVE CHEESY  
POSTER CAMPAIGN



Nick  
Grant  
Sam  
Ben

PAC

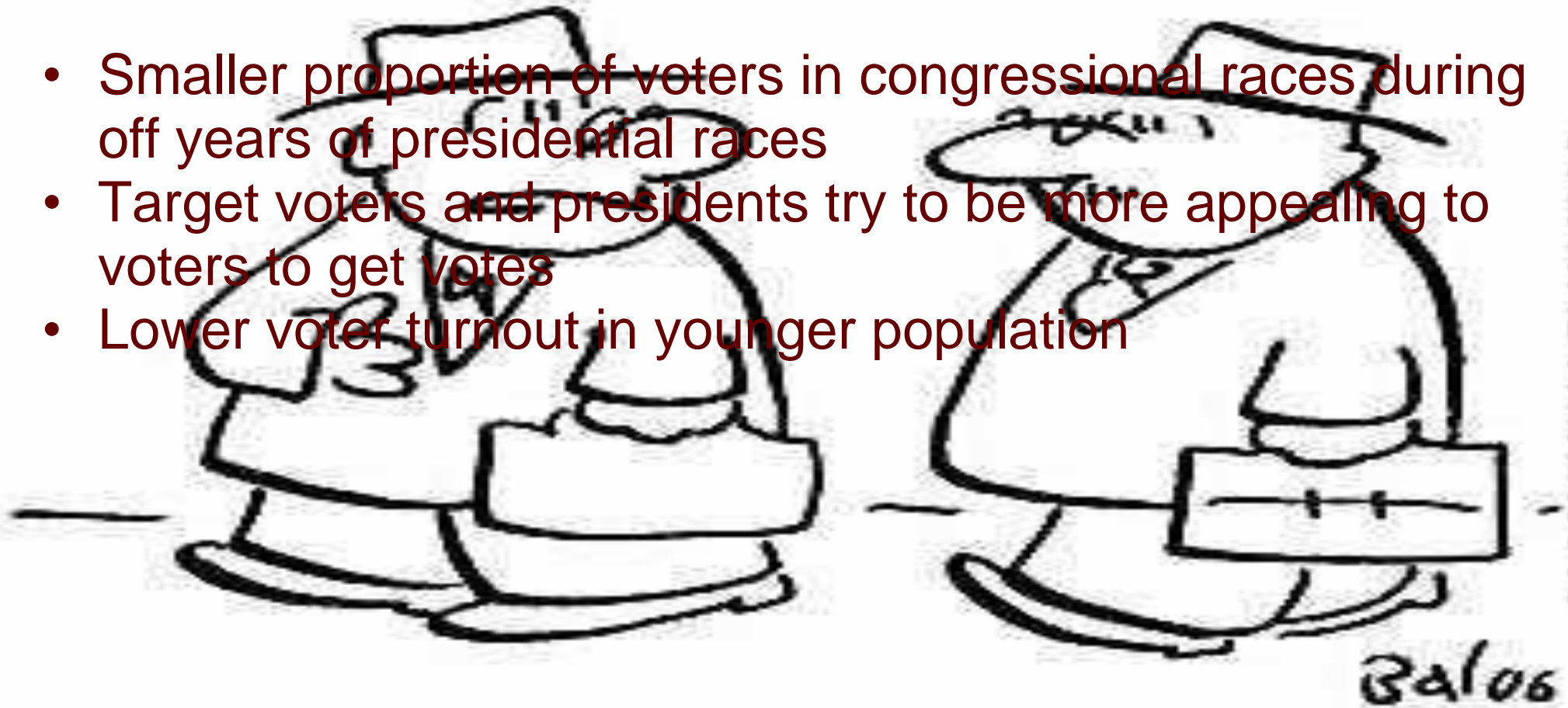
# Size

- Biggest Difference
- Voters participate more in now than they did back in the 1800's
- 1 President
- Presidents have to work harder to reach out to more people
- 435 House of Representatives & 100 Senators
- Reaching out to locals



# Voter Turnout/Participation

- Smaller proportion of voters in congressional races during off years of presidential races
- Target voters and presidents try to be more appealing to voters to get votes
- Lower voter turnout in younger population



search ID: rman5068

"Of course low voter turnout is a problem! — It could lead to low taxpayer turnout!"



# Competition

- Restrictions on campaigning
- Where you need to campaign
- Caucuses and Primaries
- Presidential race winner gets less than 55% of the two party votes; person already holding the office (incumbents) wins with over 60% of votes
- Winner takes all

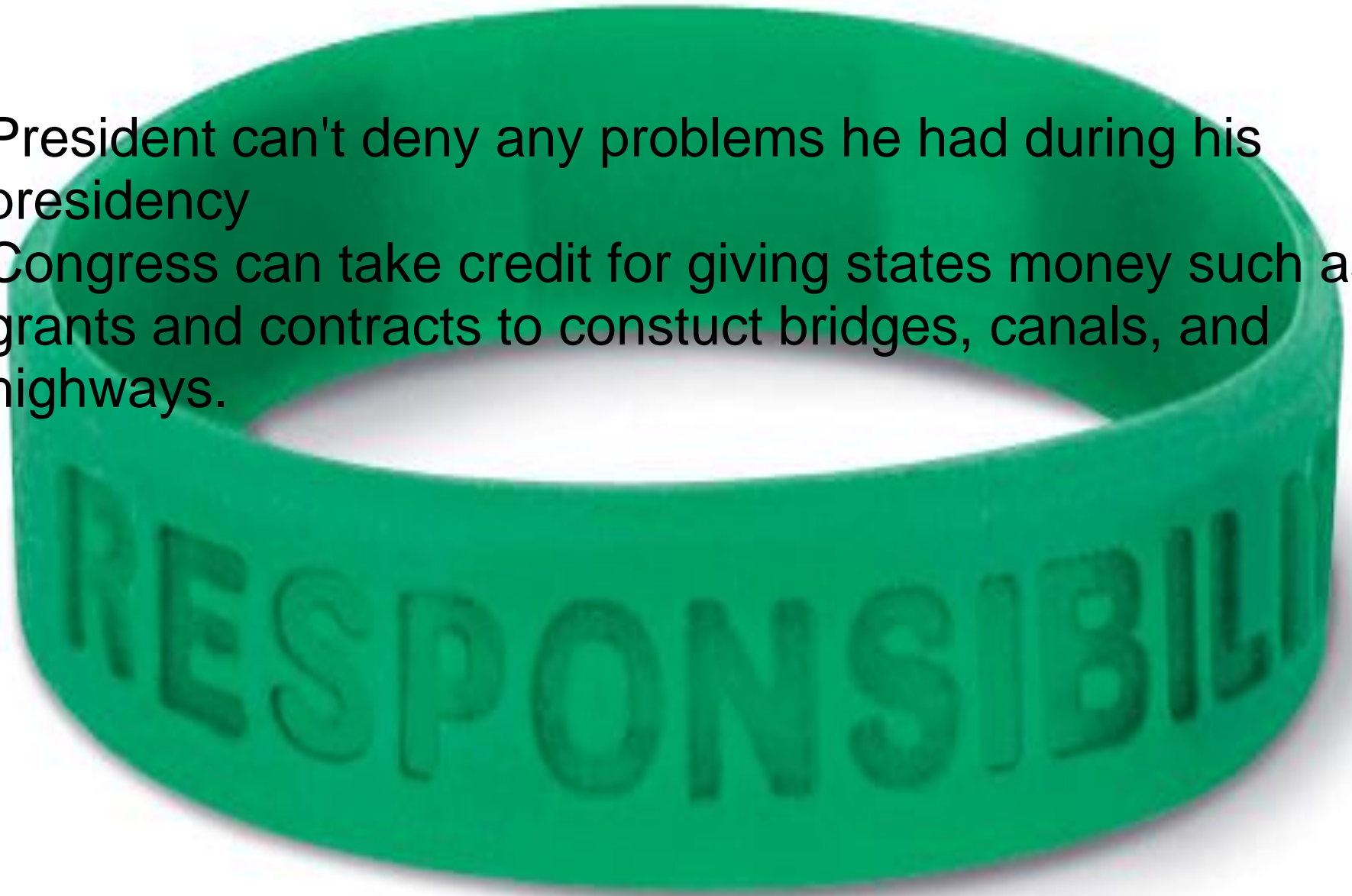


# Nominations

- To get nominated many give speeches to get into the public eye, be part of a major piece of legislation, or being a governor of a big state
- Experience is key
- "Great mentioner"
- Presidential caliber

# Taking Responsibility

- President can't deny any problems he had during his presidency
- Congress can take credit for giving states money such as grants and contracts to construct bridges, canals, and highways.





# Money/Spending/Strategies

The background of the slide is a collage of various US dollar bills, including \$100, \$50, and \$20 bills, scattered and overlapping. The bills are slightly out of focus, creating a textured, financial backdrop.

- Takes time to raise money
- Have to hire a staff of different professions and have volunteers
- Presidential candidates have to have a diverse spectrum of ideas to reach out to the public
- Congressional candidates have to be more of communalists
- Congressional candidates also uses gerrymandering and malapportionment

# Malapportionment & Gerrymandering

- Drawing the boundaries of legislative districts so that they are unequal in population
- Citizens votes in smaller districts are worth more than citizens in bigger districts
- Drawing the boundaries of legislative districts in bizarre or unusual shapes to favor one party
- Reestablishing lines every 10 years
- Supreme Court banned both in 1964 saying each citizen's vote would be worth as much as another's.





# Terms

- President serving 4 years; possible reelection once
- Senators serve 6 years
- Members of the House serve 2 years
- Congress can be reelected unlimited times

# Re-election

- Sophomore surge- congressional candidates getting an increase of votes after their first term
- Members of congress try to do as much as they can for the people back home to help get re-elected.
- Coattails- candidates win more votes in an election because of a presence at the top of the ticket of a better-known candidate